

EVER CHANGING TOMORROW

COMWELL CONFERENCE CENTER COPENHAGEN
THURSDAY 22ND OF NOVEMBER 2018



HORESTA SUMMIT 2018

Digitalisation is transforming the world like never before. Along with this transformation follows new demands and expectations from consumers, but also entirely new business opportunities.

During this year's HORESTA Day we will be focusing on the opportunities provided by the digital development to develop new business models with different services, better customer experiences and operation optimisation. Become challenged and inspired by key note speakers from home and abroad and prepare yourself and your business for the meeting with **EVER CHANGING TOMORROW**.

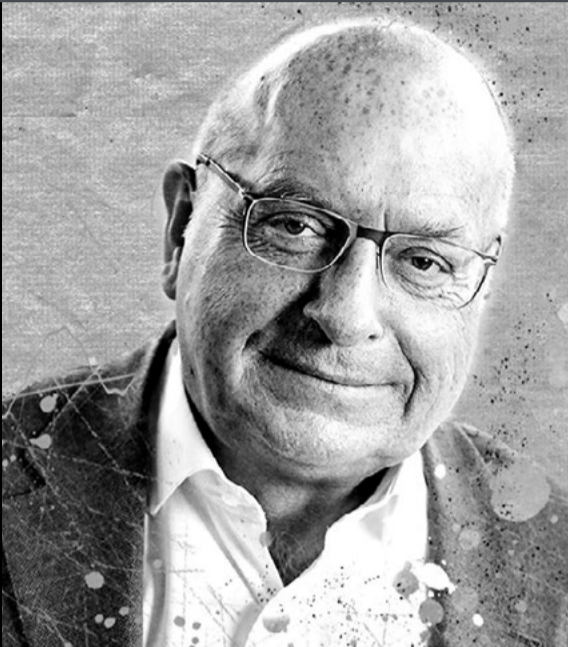
We look forward to seeing you!

HORESTA

AGENDA

HORESTA SUMMIT 2018

Jens Zimmer Christensen



Katia K. Østergaard



Lars Løkke Rasmussen



09.00 – 10.00

REGISTRATION, 'NICE' morning AND COMMUNITY PAVILION

Connect with colleagues from the industry, explore cool digital stuff, meet our sponsors and dream! Get hands on with new digital solutions for the industry - from new possibilities with Chromecast, hotel key cards, mobile guestbook to 3D restaurant and hotel design projects. Meet our amazing sponsors or just hang out at the HORESTA 'NICE' Morning with delicious charcutteri bar, egg station, porridge bar, juice station and much more.

10.00 – 10.15

WELCOME

Jens Zimmer Christensen, Chairman and Katia K. Østergaard, CEO, HORESTA

10.15 – 10.35

PRIME MINISTER OF DENMARK

Lars Løkke Rasmussen

The Prime Minister of Denmark will be opening the summit

10.35 – 11.35

THE DAY AFTER TOMORROW

Nancy Rademaker, international key note speaker on digital, Nexxworks

Dutch key note speaker Nancy Rademaker is a leading specialist in digitalisation. She will explain how digitalisation will affect the hotel-, restaurant-, and tourism industry. Which new demands are to be expected from consumers and how do you as a business apply digitalisation to ensure a competitive advantage?

Nancy Rademaker



Peter Froberg



11.35 – 12.05

NEWEST MEGA TRENDS - digitalisation changes EVERYTHING!

Peter Froberg, Innovation Lab

In the coming five to ten years, new technologies will constantly be setting the bar for possibilities within our industry. But how do you ensure that your investments are made where they will ensure optimisation of operations as well as better guest experiences? Receive qualified input from Peter Froberg, partner of Innovation Lab.

12.05 – 12.45

LUNCH

Exciting food stations and Community Pavilion

12.45 - 13.45

MEET THE LEADERS – HEAR THEIR PERSPECTIVES

Three relevant top leaders will provide their perspective on the ways in which the digital and disruptive trends of the future will be applied within the hotel-, restaurant-, and tourism industry. Is everything about technology? How will the industry respond to opportunities and challenges with robots and artificial intelligence? How will the next generation of guests shape the industry?

Moderator: TV presenter Morten Resen

12.45 - 13.05

Jochem-Jan Sleiffer, Senior Vice President, Hilton Worldwide

Hilton is one of the world's largest hotel chains and at the same time among the front runners in the global, digital race within the hotel industry. Listen to the chain's European top executive, Jochem-Jan Sleiffer, when he shares Hilton's vision of tomorrow's digital guest experience – including the development of the future's entirely digital hotel room.

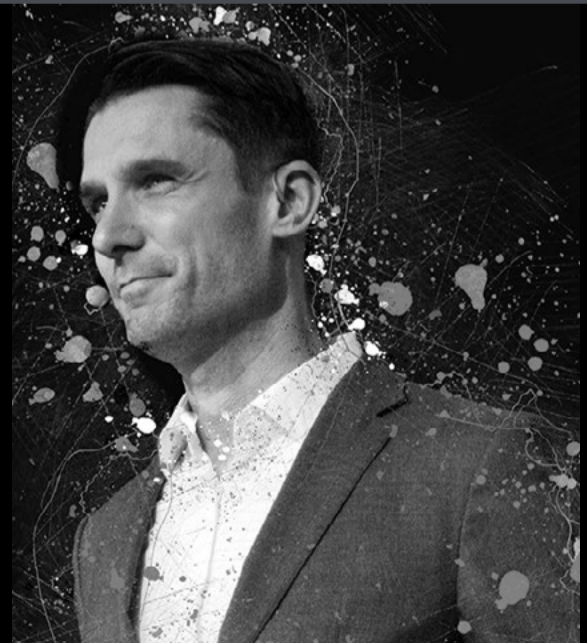
Jochem-Jan Sleiffer



Lars Lyse



Morten Resen



13.05 - 13.25

Mathias Holzmann, Informal

A tech Nerd at heart, Mathias has spent half his life leading product development at tech startups in different parts of the world from Europe to Asia to the US. Together with his two co-founders he started Informal to tackle some of the industry's key challenges and make it less painful to open and run restaurants. They spend their time working on building digital tools to empower the next generation of hungry, mission driven, and dedicated chefs across the globe.

13.25 - 13.45

Lars Lyse, CEO Bolia.com

Bolia is one of the most innovative retail companies in Denmark. A company where all employees - from top executive to warehouse operatives - are encouraged to offer ideas to add value to customer relations. Digitalisation is playing a key role in this particular development process. Listen to top executive Lars Lyse Hansen explaining how innovation and digitalisation goes hand in hand in the furniture enterprise.

13.45 - 14.15

CEO PANEL DEBATE

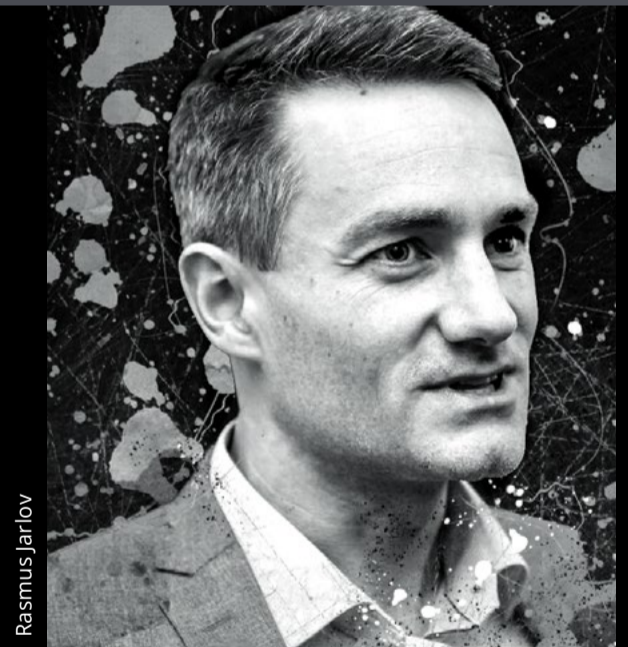
14.15 - 14.45

BREAK AND COMMUNITY PAVILION

14.45 - 15.10

ADRIAN HORNSBY, AWS, AMAZON DANMARK

From online book store to the world's largest retail store as well as a developer of new digital technologies. In only a few years, Amazon has evolved to become one of the world's largest brands. Listen to Adrian Hornsby talking about Amazon's development project and their potential impact on the hotel-, restaurant-, and tourism industry of tomorrow.



15.10 - 15.30

**Danish Minister of Industry, Business and Financial Affairs
Rasmus Jarlov**

15.30 - 15.45

THE MARIA AWARD

Awarded by Jens Zimmer Christensen, Chairman HORESTA

HORESTA pays tribute to a notable personality who has achieved putting Denmark on the map by giving out the Marketing Award Raising International Awareness (the MARIA Award).

15.45 - 17.00

REFRESHMENTS - AND COMMUNITY PAVILION!

PROGRAMME DINNER PARTY

18.30	Welcome drink
19.15	Dinner & entertainment
21.30	Live band & bar
01.30	The bar closes



MANY THANKS TO OUR SPONSORS:

gottlieb & co.

Comwell
CONFERENCE CENTER
COPENHAGEN

digital guest

 **GO Mobile™**

 **nets**

**AERO
GUEST**

collector®
BY SAMHANDEL

NESPRESSO
PROFESSIONAL

RAW IT

SAMHANDEL®

4x27
AMAGER-BRRO TAXI